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STRICTLY
NOT FOR SALE.

“
**How can
they say
NO
when they
don't know
it is wrong?**
”

Special Thanks to:
Jayneen Sanders
www.e2epublishing.info

Children's Body Safety Campaign
A Penang State Government Community Initiative



**EDUCATE YOUR CHILDREN
TO PROTECT THEMSELVES.**

Did You Know?

1 IN 3 GIRLS &

1 IN 6 BOYS

**WILL BE SEXUALLY ABUSED
BEFORE THEIR 18TH BIRTHDAY.**

Walk into a classroom with 30 children and 10 of them could be at risk. Enter an elevator with 9 passengers and 3 of them could have suffered through some form of abuse during childhood. Visit a household with 5 young kids and.....

As depressing, as shocking or even as offensive as these statistics may sound, we have to confront them. The victims are out there. Everywhere. And their pain and suffering is real. And many of them are unable to protect themselves - they need our help.





Our Children Our Responsibility



MESSAGE FROM THE RIGHT HONOURABLE CHIEF MINISTER OF PENANG



Children are not only our legacy but they are also our future leaders and community builders. For this reason, the State Government has always been at the forefront in supporting efforts and initiatives dedicated towards children, their safety and protection.

With four children of my own, I can fully relate to parents or guardians who would go to any length to educate and empower children with knowledge that they can use to protect themselves from any kind of potential abuse and harm. With this in mind, the Penang State Government has taken the initiative to publish this Body Safety Education Book that parents, guardians and teachers can use as a conversation starter and talking point with children.

This book is aimed to be read together by parents and children so that the adults can talk about recognising and preventing sexual abuse in a child-friendly manner. It also gives parents an opportunity to discuss and clarify the concept of sexual abuse as an inherent part of the child's upbringing and early education.

I encourage everyone, not just parents and guardians, to get a copy of this book as the all-important first step towards adopting an active role in preventing child sexual abuse. I believe all children are essentially “our children” by extension and ultimately, it is our shared responsibility as a fellow human being in ensuring their safety.

- Y.A.B. LIM GUAN ENG -
Chief Minister of Penang

**Let's
Unite to
Protect!**



MESSAGE FROM EXCO BELIA & SUKAN, PEMBANGUNAN WANITA, KELUARGA & KOMUNITI



I believe every child has a right to enjoy their childhood and grow up in a safe environment that is free of any kind of abuse. But alas, we live in an age where our children are exposed to all kinds of unfiltered adult contents that are easily accessible through videos, games and social media. And sexual abuse among children is alarmingly on the rise. Statistics may vary, but it's generally accepted that 1 in 3 girls and 1 in 6 boys under the age of 18 experience some form of sexual abuse.

Parents may find it uncomfortable or embarrassing to discuss this issue, but I strongly feel early education and open communication is one of our best options. And this desire to educate and empower our next generation is what motivated us to launch the Body Safety Education Book.

Through this book, children can be educated and instilled with the confidence and courage to know they have control over their own bodies.

They will be encouraged to be assertive when needed and will be empowered to say 'no' when feeling uncomfortable with someone's behaviour.

All these cannot be accomplished by any one party but instead requires a united effort and everyone has a role to play - parents, guardians, the children themselves, relatives, friends, associates, members of the general public, EVERYONE. Together, let us unite to protect the children around us.

- **YB. CHONG ENG** -
Penang State Exco - Belia & Sukan,
Pembangunan Wanita, Keluarga & Komuniti

Stranger Danger? Think Again.



95% of sexual offenders are known to the child. Only 5% are strangers.

We've all heard of the phrase "Stranger Danger". While some strangers do pose a safety threat, they aren't really the greatest danger. A large majority of sexual abuse victims actually know their abusers! Instead of teaching your child to be fearful of strangers, teach your child to RECOGNISE potential threats and protect themselves.





We Need To Pay Attention,
Or They May Pay The Price.

**WE ALL HAVE A ROLE TO PLAY.
STOP CHILD SEXUAL ABUSE NOW!**

While some have been fortunate enough to grow up in a caring, loving family that has protected them from abuse, others may not be as fortunate. Child sexual abuse victims often suffer well into their adulthood, some never to recover from the trauma and suffer for life. Some, unable to cope with the trauma, sadly, paid the ultimate price by ending their lives prematurely.

Child sexual abuse is a serious crime that affects not just children but also families and communities. In order to prevent children from abuse and help those who are abused, it is critical for everyone - children, parents and society to learn about child sexual abuse. Inspired by the groundbreaking work of Jayneen Sanders, author of "Some Secrets Should Never Be Kept", this campaign is a Penang State Government initiative aimed at stopping and preventing child abuse through Body Safety education.

The campaign aims to accomplish this objective by first raising awareness, followed by detailed plans of action should one encounter a suspected child sexual abuse case. As children are the first to be exposed to these risks, a large part of Body Safety education has been specifically formulated to speak directly to them, with clear, simple instructions designed to inform and protect them in the absence of an adult.

This campaign also aims to provide a clear definition of sexual abuse, supported by powerful statistics and reports in order to bring clarity into an otherwise taboo or widely misrepresented issue. It is also important to note that the statistics shown are not meant to disturb or offend any community group or individual, but rather to instil a greater sense of responsibility and urgency in combating child sexual abuse.

We are all on the same side, and each one of us have a duty to look out not only for our own children, but for other people's children as well. Let us unite against child sexual abuse.



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It All Starts with
BELIEVING.

ONLY 30% of adults would believe
a child if they disclosed sexual abuse.

BUT in 98% of reported cases,
statements were found to be **TRUE.**

Listen. Believe. Investigate! A 98% accuracy rate means every complaint needs to be considered with utter seriousness and urgency. Don't brush off their cries as just "kids acting up". It took them huge amounts of courage to come forward to you. Brush them off and they may keep it to themselves and suffer in silence for years to come.



5 BODY SAFETY RULES

5 Rules Every Child Should Know

My Body Safety Rules

As adults, we try to be as vigilant as we can, but it is highly unlikely that we can be there to protect our children every day, every minute, every second. There will be times when we are away and the first and most important line of defence is still the children themselves. That is why first and foremost we must educate and empower our children to protect themselves. This is what this section, the 5 Body Safety Rules is primarily about.

Written with clear and simple definitions and illustrations, the 5 Body Safety Rules are specifically crafted to be child-friendly and easy to understand. It details in clear, unmistakable language how children can recognise and handle possible sexual abuse threats.

Parents, guardians and adults in general are encouraged to thoroughly study this section together with the children under their care and ENSURE the child fully understands his or her rights and knows exactly what to do should a threat arise.

My body is my body and it belongs to me!

Rule 1

I can say "**NO!**" if I don't
want to touch,
hug or kiss someone

I can say "**NO!**" if I don't want to be
touched, hugged or kissed by someone.

I can give them a high five,
shake their hand or blow them a kiss

I am the boss of my
body and when I say
"**NO**", I mean "**NO**"!



* Example only -
every child's Safety Network composition may differ.

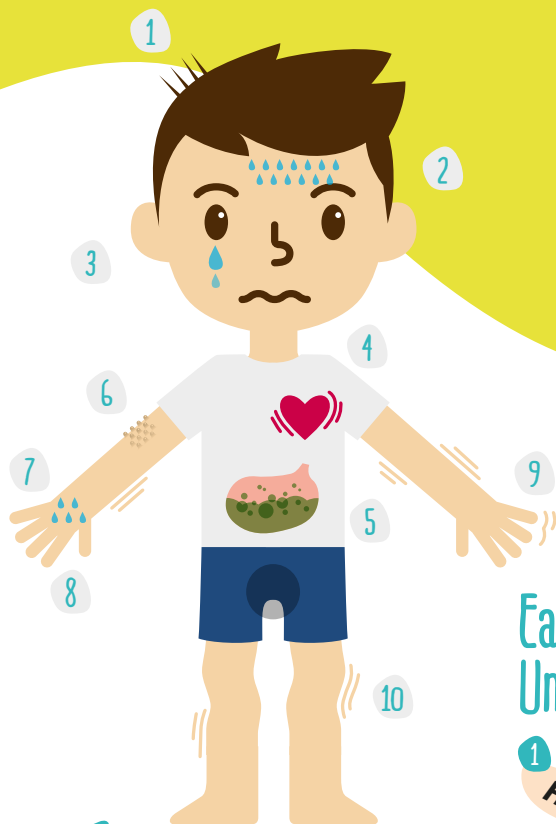
Rule 2

I have a Safety Network!

Every child's Safety Network
will be different

The people in my Safety Network are the
adults I trust. I can tell them anything
and they will believe me

If I feel worried, scared or unsure,
I must tell someone on my Safety Network
how I feel and why I feel this way



“ If I feel this way about anything, I must tell an adult on my Safety Network straightaway ”



Early Warning Signs / Uncomfortable Feelings

- 1 Hair feels like it is standing on end
- 2 Sweaty brow
- 3 Start to cry
- 4 Heart beats fast
- 5 Feel sick in the tummy
- 6 Goosebumps
- 7 Sweaty palms
- 8 Need to go to the toilet
- 9 Shaky all over
- 10 Wobbly legs

* Examples only - a child may show none, a combination, all or other warning signs altogether.

Rule
4

Private Parts

My private parts are the parts of my body under my underwear.

I always call my private parts by their correct names

No one can touch my private parts or ask me to touch their private parts

No one should show me pictures of private parts

If any of these things happen, I can shout "STOP!" or "NO!" and then I must tell a trusted adult on my Safety Network straightaway.



Rule
5

Secrets

I should never keep secrets that make me feel bad or uncomfortable.

If something happens to me, it is never my fault.

If someone asks me to keep a secret that makes me feel bad or unsafe, I must tell an adult on my Safety Network straightaway. It doesn't matter whether the person is a stranger or someone that I know.





Childhood Should Be All About Play, NOT Pain.

3 to 8 years is the most likely age for children to be exposed to sexual assault.

Discovering the world as a child, learning how to cycle, getting a pet, climbing trees... all those beautiful experiences growing up - those are what childhood should be about. It should be all about play, play, play, NOT pain, pain, pain. Don't you think it should be this way for every child?



*My body is MY Body,
and it belongs to me!
From my head to my toes,
What I say goes!*



ATTENTION! ATTENTION!

Be Alert, Be Informed, Be Safe -
It's Never Too Early to Learn!

Everyone, including you, has a role to play in combating child sexual abuse. As a parent, you can start by educating your child about body safety to empower them with knowledge that helps prevent sexual abuse. As a teacher or a member of the community, you can look out for children's safety. Through the following guidelines divided into subsections for kids, parents and every member of the public in general, we can create a safer environment for all children.



84% of sexual
victimisation of children
under 12 **occurs in a
residence.**

The challenge with detecting a possible child sexual abuse case is that it almost always takes place within the privacy of a residence. As responsible members of the community, we must at least do two things: 1) Keep our alert levels high when it comes to spotting potential abuse cases near or inside our place of residence, and 2) Have the courage to step in when necessary, even if threatened or insulted by the suspected abuser. Don't let the abuser hide behind the veil of privacy.

It's Not A "Private Matter" if Someone's Getting Abused



ATTENTION PARENTS!

Signs of A Child Sexual Abuser



BE CAREFUL OF A PERSON WHO:

- Manipulates to spend alone time with your child.
- Gives your child an excessive number of gifts and treats.
- Makes your child feel more special than others.
- Is always available to take care of your child.

*Child sexual abusers can be anyone.
They target both you AND your child.*

DOES YOUR CHILD HAVE A SAFETY NETWORK?

5 Trusted adults they can talk to about anything.
5 Trusted adults who will always believe them.

Child's safety network:

- Siblings
- Grandma
- Aunt
- Teacher
- Parents



7 Key Body Safety Messages



Your Child's Safety, Your Priority

1. **TALK** openly with your child. Let them know they can talk to you about anything.
2. **TELL** your child never to keep secrets that make them feel bad and uncomfortable, even if someone threatens them or asks them to keep secrets.
3. **BE CAREFUL** of people who are always 'there' to help out and who take a special interest in your child.
4. **WATCH** for out-of-character behavioural changes in your child and investigate.
5. **LISTEN** to your child, even when you are busy and everything else seems more important as abused children often drop hints in conversation to see how you will react.
6. **ALWAYS** believe your child when they tell you about any form of abuse. Reassure them that you love them and that it is never their fault. Your initial reaction to a confession is very important.
7. **EDUCATE** your child in body safety before they are in the abuser's web, and their lives are changed forever. The ideal age to start educating your children is 3 - 4 years old and continue as they grow.



Useful Tips For Parents



Open communication and clarity is key to empowering both yourself and your child to take control when faced with potential sexual abuse threats and eliminate any dangerous ambiguities.

Sometimes children avoid sharing sensitive issues with parents due to fear of being punished or blamed and abusers take advantage of this fear. Keep communication with your child open and clear-cut at all times.

When your child asks you a body part or sex-related question, clarify and explain exactly what the child wants to know. This will build trust and encourage the child to open up to you.



Answer your children's questions honestly. They deserve reliable and accurate information. And you will feel good to know that they are getting that information from you.





Decide what the rules for touch are in your family. Discuss and decide who they are allowed to hug, kiss or help in bathing or toileting.





***Don't Let
One Abuser
Ruin Hundreds
of Lives***



453 child sex offenders and
paedophiles were collectively
responsible for the molestation of
over 67,000 children, averaging
148 children per individual.

If you knew your quick action would save 148 children from abuse, would you delay another second? One abuser is capable of abusing an average of 148 children! This shocking statistic only proves that we have to be fully informed and be prepared to take fast, decisive action should we encounter a possible child sexual abuse case.



ATTENTION EVERYBODY!



What is Sexual Abuse?



Sexual abuse involves forcing or persuading a child to take part in sexual activities, whether or not the child is aware of what is happening.

These activities may involve physical contact such as touching a child's private parts or non-contact activities such as encouraging a child to watch pornographic videos.



Signs of Sexual Abuse



Whether you are a parent, relative, teacher or neighbour, it is important to take note of unusual behavioural changes in children. Some warning signs of possible sexual abuse include:

- Unexplained changes such as becoming aggressive or withdrawn
- Afraid of being left alone with a specific person or group of people
- Having sexual knowledge beyond their age
- Behaving in a sexual way towards adults
- Saying they have secrets they cannot tell anyone
- Eating too much or too little
- Running away from home
- Bedwetting



By noticing these changes quickly, you can help save children from further abuse and give them hope.

WORKING TOGETHER, STOPPING ABUSE

Did you know that child sexual abuse is one of the easiest crimes to commit but one of the hardest to prove guilt? That's why as a community, we must take proactive steps to help abused children.

When a child tells us that they are abused, we must listen to them and believe them. This helps children feel safer as they know that there are people who care about them and are able to save them from abuse.





Children have a voice.
Let their voice be heard

- BELIEVE a child today! -

— PENANG STATE GOVERNMENT CARES ABOUT OUR CHILDREN —

35

Before They Were Teenagers They Were Victims

71% of sexually abused women were **first abused under the age of 12.**

The younger they are, the more likely it is for them to become targets. The younger they are, the less likely it is for them to know how to protect themselves. And even if they were being victimised, they probably don't even know if they can tell anyone about it. This is why we as adults should pay keen attention at all times and be their voice when they need us.





ACTIVITIES

OKAY OR NOT OKAY TO TOUCH The Swimsuit Rule Of Thumb

The typical swimsuit provides a general and easy-to-understand guideline for distinguishing safe and unsafe contact for your children. Be sure to fully engage your child in doing this exercise to ensure they are adequately informed to deal with touches.



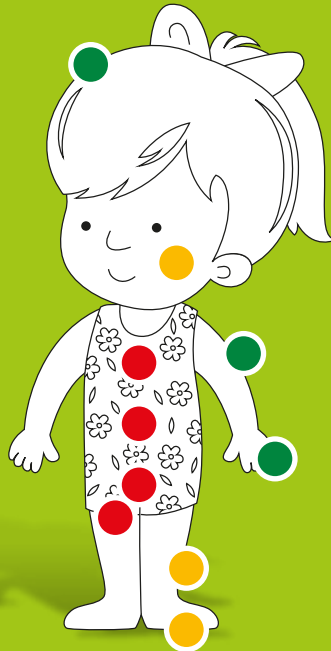
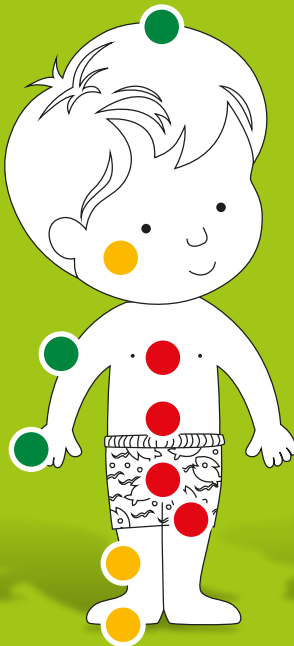
can touch
hair, hand, arm



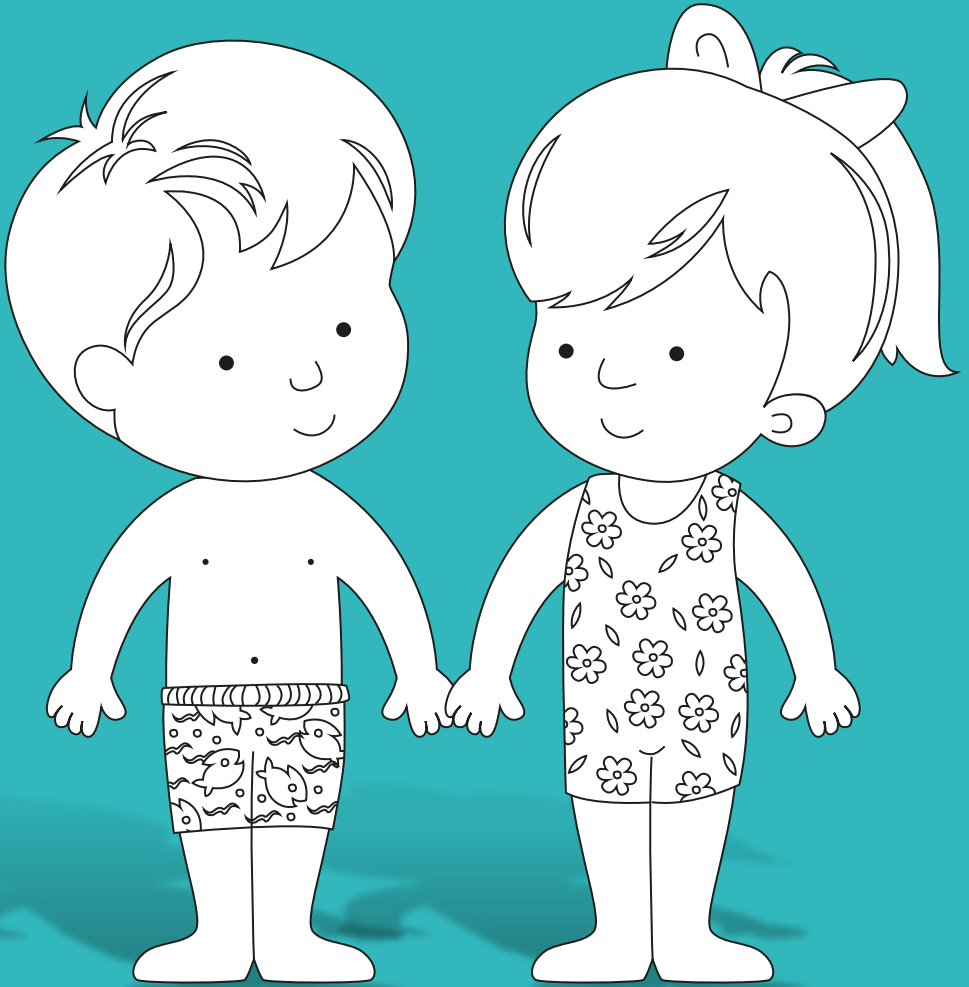
**can touch with
permission**
face, feet, ankles



**Cannot touch with
or without permission**
chest, stomach, mouth,
private parts, thighs



** If your child feels uncomfortable, she or he can refuse to be touched at any part of their bodies.*



COLOURING

Without referring to the guide on the previous page, ask your child to colour this section indicating which parts can or cannot be touched.

Smart Kids Should ...

NO!

Yes...

Always ask for permission from parents before going anywhere alone, or with strangers. If they can't check first, the answer is **NO!**

Help!

Shout for help or ask for help from a mother with children if they get lost in a public place.

Know their name, address, parent's telephone numbers and the telephone numbers of the 5 people in their Safety Network

Decline politely but firmly when an adult asks for help when bathing or sleeping. If they need help, they should ask another adult.

Not keep secrets
If someone tells you to keep a secret, tell one of the **5 people** in your **Safety Network**.

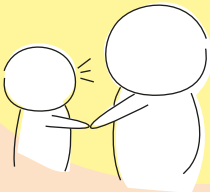
Not let people see or touch their private parts except their parents or trusted adults in their Safety Network when...

changing clothes

seeing the doctor

bathing

going to the toilet



Smart Kids Protect Themselves By ...



Not following strangers to any out-of-the-way spots where they are asked to take off their clothes.



Not accepting food or drinks from strangers when they are alone.



Not touching or kissing other people's private parts.



Not looking at naked pictures or watching pornographic videos alone or with others.



Throwing something to get attention when in danger.



Dropping their bag, caps or other belongings if a stranger forcefully takes them away.

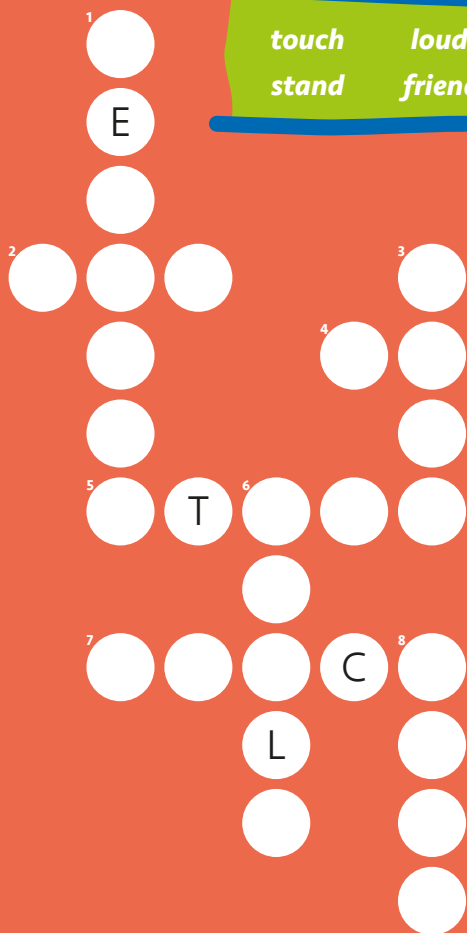


Running or escaping to crowded places if threatened or pursued.



KNOW YOUR "NO" CROSSWORD PUZZLE

Learn which situations and how to say "no" by using the word bank below to complete the puzzle.



<i>touch</i>	<i>loud</i>	<i>adult</i>	<i>help</i>	<i>hug</i>	<i>yes</i>
<i>stand</i>	<i>friend</i>	<i>quiet</i>	<i>hit</i>	<i>no</i>	<i>serious</i>

1. I should put on a _____ face when I say "NO" so people know that I mean it.
2. I have a right to yell, _____ or kick to get away from someone I do not trust.
3. When telling people "NO", I should use a _____ voice.
4. I have a right to say _____ to anyone.
5. I am not afraid to _____ up for myself.
6. If someone tries to hurt me, I should tell a trusted _____ straight away.
7. No one should ever _____ me in a way that makes me feel sad, scared or confused.
8. If someone tries to take me somewhere without my parents' or guardian's knowledge, I should get away and get _____.

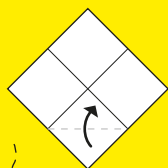
Body Safety Origami Quiz



Teach your child when and what to do
with this fun and engaging Q&A style game.

* See folding instructions behind.

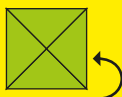




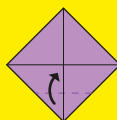
1. Create an X crease and fold the corner of the square to the centre



2. Repeat the process with the other 3 corners



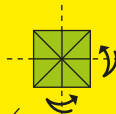
3. You will get a smaller square. Now flip the square over.



4. Fold the corner of the square to the centre



5. Repeat the process with the other 3 corners

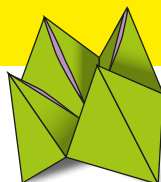


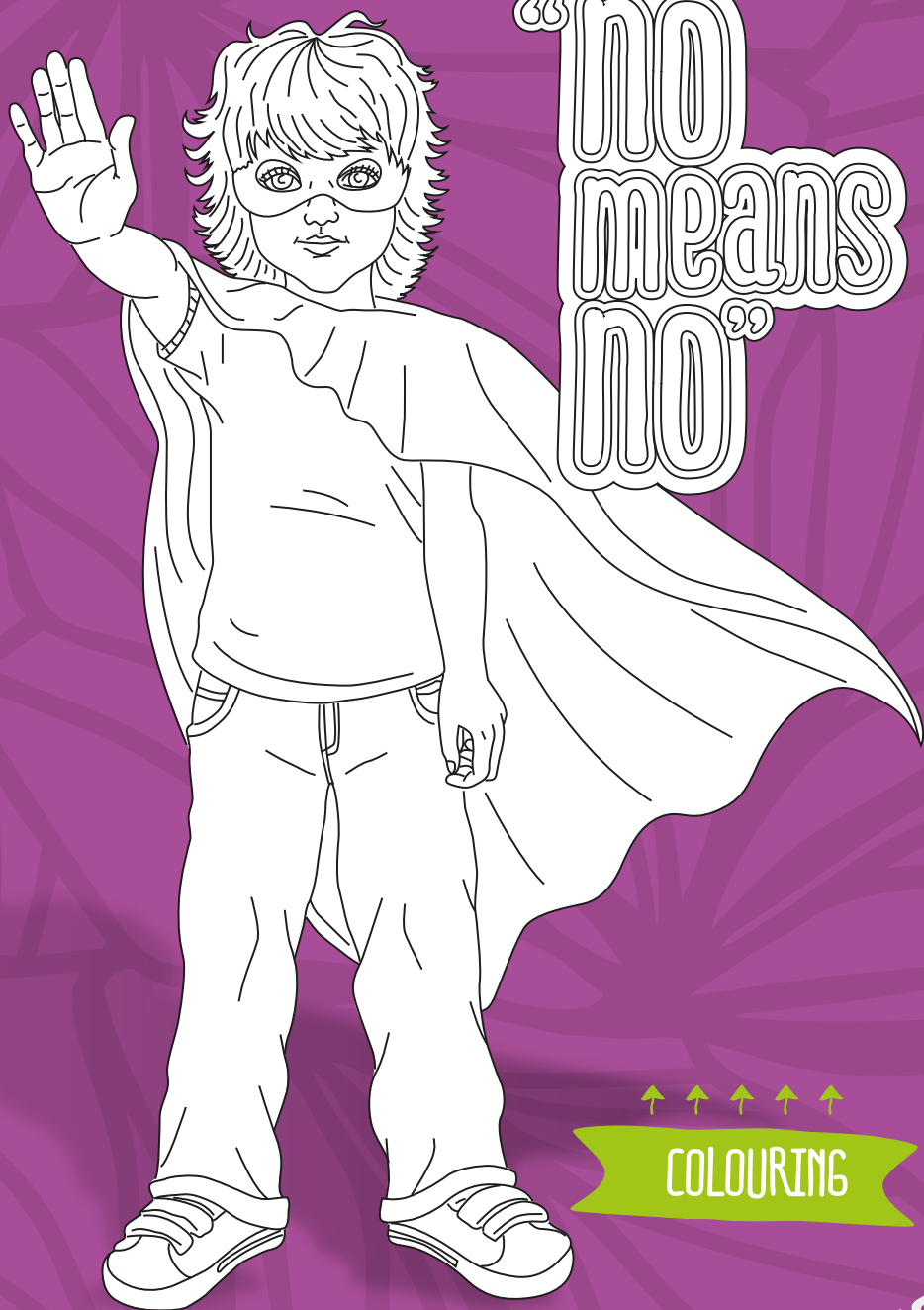
6. Fold and unfold both bottom edges of the square to create a crease



Cut along this line and start creating your very own Body Safety Origami Quiz - it's simple, easy & fun!

Hold the four corners of the square together while you slide 4 fingers into the flaps below, creating the folds back. You will be able to move the flaps with your fingers to show the different sides.







1 in 3 adults would not believe a child if they disclosed sexual abuse.

For a young child to come forward and confide in anyone is difficult enough. Don't make it even more difficult by brushing them off. Statistics has shown that in 98% of reported cases of sexual abuse, the children's statements were found to be true. Don't be that 1 adult who failed to believe and indirectly allowed the abuse to carry on.

***Failure
to Believe
is Failing to
Protect***








BODY SAFETY BADGE OF HONOUR

Wear It, Teach It.

Empower Children & Families Against Abuse



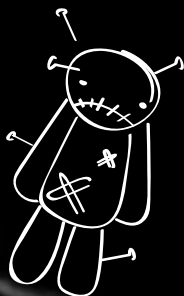
Educating children in body safety is a big step towards preventing and stopping child sexual abuse in Malaysia. That's why all of us - parents, teachers and community members should proudly wear this badge of honour. It represents our sense of responsibility for sheltering children from physical abuse and emotional pain through body safety education. It also sends out a powerful message to potential child abusers that children are not victims - they are strong, smart and capable of protecting themselves.



73% of child victims do not tell about the abuse for at least 1 year. 45% do not tell for 5 years. **Some never disclose.**

They may have been threatened by their abuser, too terrified, embarrassed or they may not even know they have the right to tell. If we don't do our part and check on our children regularly, we may never know until it's too late, or we may never know at all!

Silence Does Not Always Mean “I’m OK.”



KEY TAKEAWAYS

Whose Responsibility is it to Protect Children?

Echoing YB Chong Eng's call, it is **EVERYONE'S** responsibility to protect children.



A 'child' is any individual aged below 18 years old. They may not be as well-informed, empowered or physically strong as adults are and for this reason need special protection. Parents and guardians are the primary protectors while secondary and tertiary parties include relatives, friends, neighbours, community members and the general public.

What is Child Sexual Abuse?

Child sexual abuse is a form of child abuse that occurs when a perpetrator involves a child in a sexual activity using force, influence or by taking advantage of the child's trust.

All sexual touching between an adult and a child is child sexual abuse. Sexual touching between children can also be deemed as sexual abuse when there is a significant age difference between the children, often defined as 3 years or more.

An act of abuse can involve touching or no contact at all. Child sexual abuse includes all forms of sexual behaviour including but are not limited to:

- making sexually abusive images or videos of children
- forcing/coercing/manipulating children to watch or take part in sexual acts
- forcing/coercing/manipulating children to have sex or engage in sexual acts with other children or adults
- making sexual conversations verbally, by text or online with children
- sending or requesting pictures or videos of sexual nature with children

How Can I Keep My Children Safe?

1. Be Fully Informed

Study the materials presented in this programme thoroughly. With a full understanding about child sexual abuse, you are more prepared to protect your child and take immediate action when necessary.

2. Communicate Openly with Your Child

Teach your children Body Safety and establish an open, trusting relationship with your children. Let them know that they can share anything with you.

3. Stay Alert At All Times

Watch out for warning signs as provided by this programme. Pay attention to changes in your children's behaviour and observe other adults who spend time with your children.

4. Know Who to Call

If you suspect a child under your care is being abused, stay calm and secure your child's safety first. Speak to a trusted friend or relative **or call one of the helplines listed at the back of this book.**

Members of the public may also use the Hotline to report a suspected child sexual abuse case.



As high as 81% of men and women in psychiatric hospitals have experienced physical and/or sexual abuse. **67% were abused as children.**

Think they'll get better when they grow up? Think again. Childhood trauma can adversely affect both the physical and mental health of victims years into adulthood and some even suffer from the trauma for life. Stress, mental illness, substance abuse and a host of health problems have been linked to childhood trauma.



The Hurt Lingers Beyond Childhood

“**Hand in hand,
let us look after
one another.**”

**JABATAN KEBAJIKAN
MASYARAKAT NEGERI
PULAU PINANG**

☎ 04-650 5259

☎ 15999 (24-hour Hotline)

**JABATAN PENCEGAHAN
JENAYAH DAN KESELAMATAN
KOMUNITI IBU PEJABAT
KONTINJEN PULAU PINANG**

☎ 04-222 1707

☎ 04-269 1999 (24-hour Hotline)

*Follow us on Volunteer Smartphone Patrol (VSP)
Community Oriented Policing, Be The Eyes And Ears For The Police.*

CHILD RISING

☎ 04-226 2684

☎ 016-442 6456

@ childrisingpg@gmail.com

f **Child Rising**

*We are committed to raising awareness and education on
anti-bullying, stopping child abuse and neglect and improving the
mental wellbeing of young people in the community of Penang.*

**WOMEN'S CENTRE FOR CHANGE
(WCC)(PENANG ISLAND)**

☎ 04-228 0342

☎ 011-3108 4001

@ wcc@wccpenang.org

*Working to eliminate violence against women and children,
and promote gender equality.*

**PUSAT PERKHIDMATAN WANITA (PPW)
SEBERANG PERAI**

☎ 04-398 8340

☎ 011-3108 4001

@ wcc@wccpenang.org

BEFRIENDERS PENANG

☎ 04-281 1108 / 04-281 5161

Mon to Fri: 3pm-12am • Sat & Sun: 5pm-11pm

@ pat@befpen.org

www.befpen.org

*Providing non-judgmental emotional support to people when they
are suicidal and help alleviate misery, loneliness, despair &
depression by listening to those who feel they cannot turn to
anyone else who would understand and accept them.*

For More Information

04-261 4590 / 04-650 5143

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